

**Figueroa**



**Corridor  
Partnership**

3982 South Figueroa Street,

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Los Angeles, California 90037

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# Minutes...

## FIGUEROA CORRIDOR PARTNERSHIP BOARD OF DIRECTORS MEETING

12:00 PM, Tuesday, January 14, 2003

Margarita Jones Restaurant

BOARD OF DIRECTORS	PRESENT	ABSENT
Darryl Holter	✓	
A. Bingham Cherrie	x	
Eска Wilson	x	
James R. Gilson	x	
Margaret Farnum	x	
Eloise Helwig	x	
Mark Cohen	x	
Andy Stamatin		x
Lola Nix	x	
Dan Castro		x
George Beruman		x
Marc Needleman	x	
Steve Miller	x	
Albert A. Salah	x	
James Meyer		x
Fred Yadegar	x	
Jon Gibby	x	
Shelby Jordan	x	
Maria Lyons		x
Steven Talavera		x
Seth Grossman		x
Ex-OFFICIO DIRECTORS	PRESENT	ABSENT
David Roberts, Field Representative, CD 8	x	
Jeff Catalono, Field Representative, CD 9		x
Clifford Green, Chief, Exposition Park Public Safety	x	
Joseph White, USC Public Safety	x	
Morris Smith, Captain, Southwest Division, LAPD		x
STAFF MEMBERS/GUESTS	PRESENT	ABSENT
Steve Gibson, Executive Director	x	
Aaron Aulenta	x	
Alison Jefferson	x	

The Figueroa Corridor Partnership is responsible for the daily management and promotion of the Figueroa/Flower Corridor, linking downtown Los Angeles to Exposition Park. The Partnership is committed to its' development as a safe, clean economically vibrant and aesthetically pleasing environment in which to conduct business, continue an education, visit a museum, attend a sporting event, worship or reside.

## **I. CALL TO ORDER**

A.) Darryl Holter convened the meeting at 12:10 p.m.

## **II. PUBLIC COMMENT ON AGENDA ITEMS**

-There were no public comments.

## **III. APPROVAL OF MINUTES**

Margaret Farnum moved to approve the 12/10/02 Board of Directors meeting minutes. Eska Wilson seconded, which passed.

## **IV. FINANCIAL REPORT (*Eska Wilson*)**

Financials for the year ending 12/31/02 were distributed. For the year 2002 we collected \$495,841.00 in assessments. Security costs ended up at 98% of what was budgeted; maintenance is estimated to come out to 81%; marketing is at 88%; and Administration ended up at 122% due to planned spending of excess income from previous years on items such as rebuilt bicycles and upgrading the computers system.

MOTION: To accept the Treasurer's report.

Moved by: Marc Needleman

Seconded by: Steve Miller

Passed: Yes

## **V. COMMITTEE REPORTS**

### **A. Marketing Committee Report (*Alison Jefferson*)**

Alison Jefferson gave the Marketing Committee Report in place of out-going Marketing Chair Eloise Helwig. Articles for the winter edition of our newsletter are due in to the administrative office by January 15<sup>th</sup>. The business information guide for our district is continuing to be worked on and developed. This guide will be modeled after a similar one used in Nashville and can be reproduced fairly cheaply. Alison announced she has been invited to be a participant on an Advisory Committee to help LA, inc. develop content for their website.

## **VI. CHAIRMAN REPORT (*Darryl Holter*)**

A.) Insurance update: Our old insurance broker recently decided they could not appropriately handle the BID's type of business anymore. Therefore, we are in the process of finding a new broker who handles our type of business. We have three policies that need to be renewed; Directors & Officers, Liability, and an Umbrella package. A few different brokers are interested in renewing our policies and have been investigating other markets. We will be selecting a new broker very quickly due to the fact that the insurance expires in February.

B.) Angels Walk update: The partnership is still collecting deposits for Angels Walk stanchions with several property owners have stepping forward with deposits. These property owners include USC, the Natural History Museum, John Tracy Clinic, and Felix Chevrolet. Other members possibly committed to making deposits include the Coliseum, Auto Club, and possibly the Shrine Auditorium.

## **VII. EXECUTIVE DIRECTOR REPORT** (*Steve Gibson*)

A.) Operations update: Steve Gibson reported on the new areas we have begun servicing in 2003, in addition to the old areas. Distributed were new zone/beat maps, and a sheet detailing 2003 hours, employees, and positions. Also distributed were before and after photographs of the alley behind Orthopaedic Hospital that is included in the new BID boundaries. Currently all the programs are fully staffed and providing full coverage.

B.) Community Medallion Program update: A life-size mock-up of a Figueroa Corridor Community Medallion was at the meeting for the Board Members to view and comment on. The logo is virtually the same as the one being used in the LA Walks Wayfinding program and should integrate well with the wayfinding program. These medallions will appear on selected light poles throughout the district and would replace our banner program. Besides appearing on community medallions the new logo can also be used on items from letterhead to trashcan placards.

## **VIII. NEW BUSINESS** (*Darryl Holter*)

-Eloise Helwig was presented with a gift from the staff and Board Members commemorating her time and dedication serving the Figueroa Corridor Partnership.

-Darryl Holter spoke with new LAPD chief William Bratton and made him aware of the Figueroa Corridor BID.

-Darryl Holter reported on the Clean and Safe holiday party that occurred on December 20<sup>th</sup>. He spoke about the award ceremony that took place, as well as each of the team members sharing their thoughts on the past year.

There being no further business of the Board of Directors, the meeting was adjourned at 1:20 PM. and the Operations Committee Meeting began.

MOTION: To adjourn this Meeting of the Board of Directors.

Moved by: Margaret Farnum

Seconded by: Eloise Helwig

Vote: Passed

Approved this 14<sup>th</sup> Day of January, 2003.

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Darryl Holter, Chair

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**ATTEST:**

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Steve Gibson, Executive Director

## **OPERATIONS COMMITTEE MEETING**

### **1.) Approval of Burns International Security 1-Year Extension.**

MOTION: To approve of a 1-year contract extension with Burns International Security to provide security services.

Moved by: A. Bingham Cherrie

Seconded by: Darryl Holter

Passed: Yes

# Minutes...

## FIGUEROA CORRIDOR PARTNERSHIP BOARD OF DIRECTORS MEETING

12:00 PM, Tuesday, February 11, 2003

*Coliseum Commission Board Room*

BOARD OF DIRECTORS	PRESENT	ABSENT
Darryl Holter	✓	
A. Bingham Cherrie	X	
Eska Wilson	X	
James R. Gilson	X	
Margaret Farnum	X	
Mark Cohen	X	
Andy Stamatin	X	
Lola Nix		X
Dan Castro		X
George Beruman		X
Marc Needleman	X	
Steve Miller	X	
Albert A. Salah		X
James Meyer		X
Fred Yadegar	X	
Jon Gibby	X	
Shelby Jordan	X	
Maria Lyons		X
Steven Talavera	X	
Seth Grossman		X
Ex-OFFICIO DIRECTORS	PRESENT	ABSENT
David Roberts, Field Representative, CD 8	X	
Jeff Catalono, Field Representative, CD 9		X
Clifford Green, Chief, Exposition Park Public Safety	X	
Joseph White, USC Public Safety	X	
Morris Smith, Captain, Southwest Division, LAPD	X	
STAFF MEMBERS/GUESTS	PRESENT	ABSENT
Steve Gibson, Executive Director	X	
Aaron Aulenta	X	
Alison Jefferson	X	
2 LADOT Staff members	X	

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## **I. CALL TO ORDER**

A.) Darryl Holter convened the meeting at 12:25 p.m.

B.) Presentation by LADOT on re-installation of parking meters:

Two representatives from LADOT came to get our feedback on a proposal to re-install parking meters along Figueroa Street between Jefferson and 23<sup>rd</sup> Street that had been removed during the Harbor freeway project. Our Board had numerous questions in regards to the parking meters and ultimately decided that at this point it would not be to our benefit to have the meters re-installed without first conducting our own parking study and obtaining a 'global' position throughout the district, not just on that stretch of Figueroa identified by LADOT. LADOT said they would provide us an existing study of our district with meter locations and times before we begin to conduct our own study.

## **II. PUBLIC COMMENT ON AGENDA ITEMS**

-There were no public comments.

## **III. APPROVAL OF MINUTES**

Margaret Farnum moved to approve the 1/14/03 Board of Directors meeting minutes. A. Bingham Cherrie seconded, which passed.

## **IV. FINANCIAL REPORT (*Eska Wilson*)**

Financials for January 2003 were distributed. We are still waiting for our first check of 2003 from the city for about \$350,000, which we expect to receive by the end of February.

MOTION: To accept the Treasurer's report.

Moved by: Andy Stamatin

Seconded by: Margaret Farnum

Passed: Yes

## **V. COMMITTEE REPORTS**

### **A. Marketing Committee Report (*Alison Jefferson*)**

Darryl Holter stated that Lola Nix will assume the chairperson duties for the marketing committee. Alison Jefferson gave the marketing report on behalf of Lola Nix. The winter newsletter is finished and due out soon. The opening ceremony for the Blooming of the Roses is in the planning stages. Alison stated that Lola Nix will be sending out a letter to all Board Members inviting them to join and participate in the marketing committee. The next meeting will be held at the Auto Club on Tuesday, February 18<sup>th</sup> @ 10:30 am.

## **VI. CHAIRMAN REPORT** (*Darryl Holter*)

- A.) Appointment of new marketing chair-Darryl Holter spoke of this in the above marketing committee report.
- B.) Insurance update: We renewed our D&O insurance at around \$3,600 for the year through a new carrier, and are renewing our commercial and umbrella packages through the same carrier at the same price as last year. The D&O has gone up from last year, but other BID's, for example the Fashion District and the Downtown Partnership in Nashville pay around the same price.

## **VII. EXECUTIVE DIRECTOR REPORT** (*Steve Gibson*)

- A.) Operations update: Steve Gibson reported on progress with one of our new areas, Vermont Avenue. The Southwest Division of LAPD has reported that crime along Vermont Avenue has decreased by around 80% since the BID began patrols at the beginning of the year. Because of the size of Vermont we have decided to make it its own beat or zone. This will be called beat 5, and will allow us to further make our presence felt on Vermont.

## **VIII. NEW BUSINESS** (*Darryl Holter*)

-German Intern Opportunity: Darryl Holter reported on an opportunity for us to use the services of a graduate student intern who is interested in studying business improvement districts. There was a discussion that followed on how many hours, paid or unpaid, what the intern would do and whose employee the intern would be. Two possibilities for projects benefiting the corridor include; a business owner survey and a parking study of our area. Eska Wilson stated that we do have money in the 2003 budget to pay the intern at \$1000.00 during the two months he is available to us.

MOTION: To offer an internship position for 2 months, 20 hours a week, not to exceed \$1000.00

Moved by: Eska Wilson

Seconded by: Margaret Farnum

Passed: Yes

-Issues/Potential Problems brought to our attention: A group gathers at night engaging in questionable behavior on one of the side streets behind the new Child Guidance Clinic building. Littering has been occurring in the Alley behind the businesses on Vermont between 39<sup>th</sup> Place

and Browning, as well as public drinking in front of one of the businesses between this stretch. LAPD said they would increase patrols.

-Special Events effecting our area in the coming months: LA Marathon/Acura Bike Tour on Sunday, March 2<sup>nd</sup>. Revlon Run/Walk on May 10<sup>th</sup>.

-David Roberts, CD8 reported that an APT (Automated Public Toilet) is under consideration by Exposition Park stakeholders and is scheduled to be placed at Figueroa and MLK on Exposition Park property. He also reported that the graffiti at the carpool exit at 39<sup>th</sup> St. has been removed.

There being no further business of the Board of Directors, the meeting was adjourned at 1:40 PM. and the Operations Committee Meeting began.

MOTION: To adjourn this Meeting of the Board of Directors.

Moved by: Margaret Farnum

Seconded by: Andy Stamatin

Vote: Passed

Approved this 11<sup>th</sup> Day of February, 2003.

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Darryl Holter, Chair

**ATTEST:**

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Steve Gibson, Executive Director

# Minutes...

## FIGUEROA CORRIDOR PARTNERSHIP BOARD OF DIRECTORS MEETING

12:00 PM, Tuesday, April 8, 2003

Mount St. Mary's College

BOARD OF DIRECTORS	PRESENT	ABSENT
Darryl Holter	✓	
A. Bingham Cherrie	X	
Eska Wilson	X	
James R. Gilson	X	
Margaret Farnum	X	
Mark Cohen	X	
Andy Stamatin	X	
Lola Nix		X
Dan Castro		X
George Beruman		X
Marc Needleman	X	
Steve Miller	X	
Albert A. Salah	X	
James Meyer		X
Fred Yadegar	X	
Jon Gibby	X	
Shelby Jordan	X	
Maria Lyons	X	
Steven Talavera		X
Ex-OFFICIO DIRECTORS	PRESENT	ABSENT
David Roberts, Field Representative, CD 8	X	
Jeff Catalono, Field Representative, CD 9	X	
Clifford Green, Chief, Exposition Park Public Safety		X
Joseph White, USC Public Safety	X	
Morris Smith, Captain, Southwest Division, LAPD		X
STAFF MEMBERS/GUESTS	PRESENT	ABSENT
Steve Gibson, Executive Director	X	
Aaron Aulenta	X	
Alison Jefferson	X	
Aaron Graves, USC Public Safety	X	
Jennifer Barrera	X	

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## **I. CALL TO ORDER**

A.) A. Bingham Cherrie convened the meeting at 12:15 p.m.

## **II. PUBLIC COMMENT ON AGENDA ITEMS**

-There were no public comments.

## **III. APPROVAL OF MINUTES**

Margaret Farnum moved to approve the 2/11/03 Board of Directors meeting minutes. Eska Wilson seconded, which passed.

## **IV. FINANCIAL REPORT (*Eska Wilson*)**

Financials for March 2003 were distributed. The financials were presented in their new format which provides full disclosure all the way through. We have collected \$426,560 in assessments thus far. Safety expenses ran a bit high in March, while maintenance ran behind budget which is consistent. Total expenditures for the month of March are just about on budget and same for the year.

Also presented were the auditor's suggestions to us on our accounting procedures and internal accounting controls. This came out of the five year audit conducted at the end of last year's BID and was made available at the meeting. The auditor's suggestions and management responses are included on pages four to nine.

MOTION: To accept the Treasurer's report.

Moved by: Maria Lyons

Seconded by: Margaret Farnum

Passed: Yes

## **V. COMMITTEE REPORTS**

### **A. Marketing Committee Report (*Alison Jefferson*)**

Alison Jefferson gave the marketing report on behalf of Lola Nix. Blooming of the Roses Opening Ceremony invitations should have been received by now. With RSVP's due on April 18<sup>th</sup> we expect between 150 to 200 people to attend the ceremony. We had expected additional people would attend from the Cultural Tourism Conference, but that has now been postponed. The audience has changed over the years and this year we have invited people and organizations who have been involved in various area-wide revitalization efforts.

Articles for the spring newsletter are due on April 15<sup>th</sup>. Alison reported briefly on her work for the BID on the CRA TRIP website advisory committee. She expects the website to be up in July.

We have an extra marketing meeting scheduled this month on April 16<sup>th</sup> in addition to the regularly scheduled meeting on April 29<sup>th</sup>.

## **VI. CHAIRMAN REPORT** (*Darryl Holter*)

- A.) Reported that last month's Annual Meeting had very positive responses from property owners within the BID.
- B.) Introduced Aaron Graves, the new Executive Director/Chief of USC Public Safety. Aaron gave a brief background on himself.

## **VII. EXECUTIVE DIRECTOR REPORT** (*Steve Gibson*)

- A.) Operations update: Steve Gibson reported on switching over to radio communication from Nextel service. This is scheduled to take place later this month and he thanked Patriotic Hall for hosting the repeater. The radio service has better reception than the Nextel service allowing for clearer transmission and no 'dead spots' in service. Additionally the Partnership will own the radio equipment in two years and not be continually paying for airtime.
- A booklet was distributed which contains samples of incident reports developed to help train future community ambassadors in proper report writing.

## **VIII. NEW BUSINESS** (*Darryl Holter*)

-Darryl Holter reported that the Shammas Group had been working together with Jeff Catalono at CD 9 to improve the street conditions around Jefferson and Figueroa Street.

-Issues/Potential Problems brought to our attention: Maria Lyons informed the BID and USC Public Safety of repeated car break-ins occurring on 23<sup>rd</sup> Street next to Mount St. Mary's.

There being no further business of the Board of Directors, the meeting was adjourned at 1:40 PM.

MOTION: To adjourn this Meeting of the Board of Directors.

Moved by: Albert Salah

Seconded by: Marc Needleman

Vote: Passed

Approved this 8<sup>th</sup> Day of April, 2003.

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Darryl Holter, Chair

**ATTEST:**

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Steve Gibson, Executive Director

# Minutes...

## FIGUEROA CORRIDOR PARTNERSHIP BOARD OF DIRECTORS MEETING

12:00 PM, Tuesday, May 13, 2003

Margarita Jones Restaurant

BOARD OF DIRECTORS	PRESENT	ABSENT
Darryl Holter	✓	
A. Bingham Cherrie	x	
Eska Wilson	x	
James R. Gilson		x
Margaret Farnum	x	
Mark Cohen	x	
Andy Stamatin	x	
Lola Nix	x	
Dan Castro		x
George Beruman		x
Marc Needleman	x	
Steve Miller (Martha Peale)	x	
Albert A. Salah	x	
James Meyer	x	
Fred Yadegar	x	
Jon Gibby	x	
Shelby Jordan	x	
Maria Lyons		x
Steven Talavera	x	
Ex-OFFICIO DIRECTORS	PRESENT	ABSENT
David Roberts, Field Representative, CD 8	x	
Jeff Catalono, Field Representative, CD 9	x	
Clifford Green, Chief, Exposition Park Public Safety		x
Joseph White, USC Public Safety	x	
Morris Smith, Captain, Southwest Division, LAPD		x
STAFF MEMBERS/GUESTS	PRESENT	ABSENT
Steve Gibson, Executive Director	x	
Aaron Aulenta	x	
Alison Jefferson	x	
Karen Mayer, Expo Park West Assets	x	

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## **I. CALL TO ORDER**

- A.) Darryl Holter convened the meeting at 12:20 p.m.
- B.) Introductions.

## **II. PUBLIC COMMENT ON AGENDA ITEMS**

-There were no public comments.

## **III. APPROVAL OF MINUTES**

Margaret Farnum moved to approve the 4/08/03 Board of Directors meeting minutes. Eska Wilson seconded, which passed.

## **IV. FINANCIAL REPORT (*Eska Wilson*)**

Financials for April 2003 were distributed. Our quarterly report was recently submitted to the City. As a result we changed our presentation. Our management plan had the administration budget broken down by function (safety, maintenance, marketing, and administration). We changed our monthly reporting to conform to the City report. The year to date assessment receipts are \$435,924, and we have a pending transmittal from the City for \$223,102. Safety expenses are currently ahead of budget because of some one time costs and we will be keeping a close eye on this and do not plan to go over budget. Maintenance traditionally runs under budget due to receiving a LASHA grant for two workers. For marketing we should have budgeted more money early in the year because of the Blooming of the Roses Festival. Under administration the legal and professional fees are over budget due to \$6500 spent on our audit versus budget of \$5000. We don't anticipate any more expenses in this area this year.

MOTION: To accept the Treasurer's report.

Moved by: Albert Salah

Seconded by: Margaret Farnum

Passed: Yes

## **V. COMMITTEE REPORTS**

### **A. Marketing Committee Report (*Lola Nix*)**

Lola reported on the success of the Blooming of the Roses Festival this year and the large amount of press the festival received. Alison Jefferson distributed a packet containing media coverage from this year's festival. Alison also distributed a piece that will be included in the spring newsletter on the Festival. The spring newsletter should be printed in the coming weeks. The newsletter will profile Maria Lyons and Mount St. Mary's College. Lola also encouraged all Board Members to attend the Marketing Committee meetings, scheduled for the last Tuesday of the month at the Auto Club.

## **VI. CHAIRMAN REPORT** (*Darryl Holter*)

-Darryl Holter reported that there were a number of items discussed at the Executive Committee and Steve Gibson will cover some of these in his report.

## **VII. EXECUTIVE DIRECTOR REPORT** (*Steve Gibson*)

A.) Steve Gibson presented and distributed the first quarter statistics from the community ambassador program and the clean team. He also reported on an article he recently wrote for the Urban Land Institute. The article was based on the Figueroa Corridor Partnership and its large non-profit membership and the new investment into the area.

## **VIII. NEW BUSINESS** (*Darryl Holter*)

-A. Bingham Cherrie spoke on the Exposition Light Rail project. The MTA is conducting preliminary engineering to look at north/south alignments to connect the Expo light rail to the Blue Line on Washington Boulevard. The MTA first looked at Hill Street as a possible route, now will be looking at Figueroa and Flower.

-The MTV Music Awards will be held Saturday, May 31<sup>st</sup> at the Shrine Auditorium.

-David Roberts, CD 8 reported that their should be an announcement today that the City of Los Angeles will be supporting the Coliseum as their choice to locate an NFL team.

- Jeff Catalono, CD 9 reported that they have received the sites within our district from Viacom Decaux, where bus shelters and public amenity kiosks will be located. Both council offices also mentioned that they still had not seen any product placed onto the street yet.

-Darryl Holter brought to CD 9's attention the possibility of doing something regarding the spot on the NW corner of Figueroa and 23<sup>rd</sup> Street. Currently nothing occupies this space. Ideas included some type of public art or landscaping such as a desert scape.

-Marc Needleman announced the Memorial Day grand opening of his shopping center, Exposition Marketplace at the NW corner of Vermont and MLK.

-Shelby Jordan brought up the recent grand opening reception for EPICC in Exposition Park. He encouraged all Board Members to visit the site. Shelby also suggested possibly targeting merchants within the BID to gain financial and other support to encourage the community to use the new swim facility.

There being no further business of the Board of Directors, the meeting was adjourned at 1:35 PM.

MOTION: To adjourn this Meeting of the Board of Directors.

Moved by: Mark Cohen

Seconded by: Andy Stamatin

Vote: Passed  
Approved this 13<sup>th</sup> Day of May, 2003.

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Darryl Holter, Chair

**ATTEST:**

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Steve Gibson, Executive Director

# Minutes...

## FIGUEROA CORRIDOR PARTNERSHIP BOARD OF DIRECTORS MEETING

12:00 PM, Tuesday, June 10, 2003

*Patriotic Hall*

BOARD OF DIRECTORS	PRESENT	ABSENT
Darryl Holter	✓	
A. Bingham Cherrie	X	
Eska Wilson	X	
James R. Gilson		X
Margaret Farnum	X	
Mark Cohen	X	
Andy Stamatin	X	
Lola Nix		X
Dan Castro		X
George Beruman		X
Marc Needleman		X
Steve Miller (Martha Peale)	X	
Albert A. Salah	X	
James Meyer	X	
Fred Yadegar	X	
Jon Gibby	X	
Shelby Jordan		☒
Maria Lyons		X
Steven Talavera	X	
Ex-OFFICIO DIRECTORS	PRESENT	ABSENT
David Roberts, Field Representative, CD 8	X	
Jeff Catalono, Field Representative, CD 9	X	
Clifford Green, Chief, Exposition Park Public Safety		X
Joseph White, USC Public Safety	X	
Morris Smith, Captain, Southwest Division, LAPD		X
STAFF MEMBERS/GUESTS	PRESENT	ABSENT
Steve Gibson, Executive Director		X
Aaron Aulenta	X	
Karsten Hoeing, Intern FCP	X	

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## **I. CALL TO ORDER**

A.) Darryl Holter convened the meeting at 12:25 p.m.

## **II. PUBLIC COMMENT ON AGENDA ITEMS**

-There were no public comments.

## **III. APPROVAL OF MINUTES**

Margaret Farnum moved to approve the 5/13/03 Board of Directors meeting minutes. Jon Gibby seconded, which passed.

## **IV. FINANCIAL REPORT (*Eska Wilson*)**

Financials for May 2003 were distributed. This is our new format. The year to date assessment receipts are at \$435,924 and we have a pending transmittal from the City for \$223,102. We are expecting a check for this amount by the end of the week. The check is about 2 weeks behind due to the City sitting on it. Safety expenses are at \$166,395, leaving us behind the projected budget of \$152,291. Maintenance is at \$90,458 leaving us under the budget of \$115,357. Marketing is over the budget at this time only because of the Roses Festival expenses at the beginning of the year however we don't anticipate this running over by the end of the year. In retrospect we could have budgeted differently allocating more money early in the year because of the Roses Festival. Administration is running fine. A question was asked about what the money under Special Programs was used for. The answer is: for the upcoming Community Medallion Program.

MOTION: To accept the Treasurer's report.

Moved by: A. Bingham Cherrie

Seconded by: Albert Salah

Passed: Yes

## **V. COMMITTEE REPORTS**

### **A. Marketing Committee Report (*Aaron Aulenta*)**

Aaron Aulenta gave the marketing report in behalf of Lola Nix. The spring issue of the newsletter will be at the printers this week and distributed next week. During the last marketing committee meeting we discussed bidding out next years marketing work. It was decided to split up the marketing duties into two categories to bid out. The first category is the 2004 Blooming of the Roses work. The second category is the newsletter and media relations work. Aaron asked the board for any recommendations they may have for Marketing/Event firms to send request for proposals to.

## **VI. CHAIRMAN REPORT** (*Darryl Holter*)

- A.) Introductions.
- B.) Kartsen Hoeing, an intern from Germany working with the BID this summer, introduced himself to the Board and gave some background on himself. Karsten also informed the Board as to what he'll be working on this summer. These projects include conducting a business and property owner survey and pedestrian counts throughout the district.

## **VII. EXECUTIVE DIRECTOR REPORT** (*Aaron Aulenta*)

- A.) Aaron Aulenta gave the executive director report in behalf of Steve Gibson. Aaron attended an Angels Walk LA advisory board meeting last week. Once the contract for Figueroa Corridor's portion of Angels Walk is signed by street services the work can begin. This is anticipated to happen by August 1<sup>st</sup>. Once the work begins the process usually takes about a year to a year and a half to complete. Aaron also reported on the property/business survey that has been mailed and distributed. We last conducted this survey to gauge how we were doing about 2 years ago.

## **VIII. NEW BUSINESS** (*Darryl Holter*)

A.) 2004 BID Assessment Data- The assessment data for 2004 has been sent to the City of LA as of June 1<sup>st</sup>. The executive committee reviewed whether to increase the assessments and decided not to at this time. Next year we will look closely at raising the rates.

B.) Weiss Proposal- Darryl Holter discussed the recent proposal Councilmember Jack Weiss has brought forward in the wake of the Westwood BID dissolving. The Councilmember is proposing changes in the way the City of LA and the BID's interact. Specifically these include new requirements for annual audits, additional reporting, such as requiring BID's to provide receipts to the City Clerk to document expenses, and a review of the City's BID policy. Darryl stated that Councilmember Weiss is assuming that other BID's operate in the manner Westwood did. The Executive Committee discussed the issue and took the position that the proposal is overkill and is proposing solutions for problems that don't exist. Darryl asked that David Roberts, CD8 and Jeff Catalono, CD9, review this proposal and hopefully discuss it with the Council members they represent. Jeff Catalono stated CD9's view is to keep its distance and let the BID's work out their discrepancies themselves.

C.) Other New Business:

-Jon Gibby announced the upcoming KidCity event being held at Exposition Park on July 19-20. Jon also distributed a park event calendar, and announced a few of the larger upcoming events.

-Jim Meyer announced volunteers are needed to answer phones for Operation Lend-A-Hand. This is a fundraiser to support families of our troops and local food banks.

-Mark Cohen raised the issue of how to beautify a small area of dirt next to the MLK southbound exit. Darryl Holter suggested that we bring a photo of this area to the next executive committee meeting for discussion.

There being no further business of the Board of Directors, the meeting was adjourned at 1:35 PM.

MOTION: To adjourn this Meeting of the Board of Directors.

Moved by: Jon Gibby

Seconded by: Margaret Farnum

Vote: Passed

Approved this 10<sup>th</sup> Day of June, 2003.

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Darryl Holter, Chair

**ATTEST:**

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Steve Gibson, Executive Director

# Minutes...

## FIGUEROA CORRIDOR PARTNERSHIP BOARD OF DIRECTORS MEETING

12:00 PM, Tuesday, July 8, 2003

*Radisson Hotel Midtown*

BOARD OF DIRECTORS	PRESENT	ABSENT
Darryl Holter	✓	
A. Bingham Cherrie	X	
Eска Wilson	X	
James R. Gilson	X	
Margaret Farnum	X	
Mark Cohen	X	
Andy Stamatin	X	
Lola Nix		X
Dan Castro		X
George Beruman		X
Marc Needleman		X
Steve Miller (Martha Peale)	X	
Albert A. Salah	X	
James Meyer		X
Fred Yadegar	X	
Jon Gibby		X
Shelby Jordan		✗
Maria Lyons		X
Steven Talavera		X
Ex-OFFICIO DIRECTORS	PRESENT	ABSENT
David Roberts, Field Representative, CD 8	X	
Jeff Catalono, Field Representative, CD 9	X	
Clifford Green, Chief, Exposition Park Public Safety		X
Joseph White, USC Public Safety	X	
Morris Smith, Captain, Southwest Division, LAPD		X
STAFF MEMBERS/GUESTS	PRESENT	ABSENT
Steve Gibson, Executive Director		X
Aaron Aulenta	X	
Karsten Hoeing, Intern FCP	X	
Alison Jefferson, FCP Marketing Consultant	X	
Yolanda Allen, CD8	X	
Peter Scranton, Orthopaedic Hospital Rep.	X	

3982 South Figueroa Street,

Suite 207

Los Angeles, California 90037

tel

213.746.9577

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213.746.7876

The Figueroa Corridor Partnership is responsible for the daily management and promotion of the Figueroa/Flower Corridor, linking downtown Los Angeles to Exposition Park. The Partnership is committed to its' development as a safe, clean economically vibrant and aesthetically pleasing environment in which to conduct business, continue an education, visit a museum, attend a sporting event, worship or reside.

## **I. CALL TO ORDER**

- A.) Darryl Holter convened the meeting at 12:18 p.m.
- B.) Moment of silence for Nick Shamma.
- C.) Darryl Holter spoke on Nick Shamma's life and his influence on the Figueroa Corridor.

## **II. PUBLIC COMMENT ON AGENDA ITEMS**

-There were no public comments.

## **III. APPROVAL OF MINUTES**

Margaret Farnum moved to approve the 6/10/03 Board of Directors meeting minutes. Eska Wilson seconded, which passed.

## **IV. FINANCIAL REPORT (*Eska Wilson*)**

Financials for the month of June 2003 and year to date were distributed. The records are now on Quickbooks. In June we collected \$310,070 in assessments that were the result of two transmittal checks from the City. The year-to-date assessment receipts total \$745,994. Safety expenses are at \$211,991 and running over budget. Maintenance is at \$110,511 and running under budget. The total budget for public space management is only over by \$1,324 due to unanticipated savings we've received in maintenance. Marketing is over budget because of the Roses Festival expenses incurred at the beginning of the year. However we don't anticipate this over at years end.

MOTION: To accept the Treasurer's report.

Moved by: A. Bingham Cherrie

Seconded by: Fred Yadegar

Passed: Yes

## **V. COMMITTEE REPORTS**

### **A. Marketing Committee Report (*Aaron Aulenta*)**

Aaron Aulenta gave the marketing report on behalf of Lola Nix. The spring issue of the newsletter has been distributed. During the last marketing committee meeting we discussed article ideas for the fall issue of the newsletter. The marketing committee was also shown a first draft of a district wide business directory.

## **VI. CHAIRMAN REPORT (*Darryl Holter*)**

See New Business.

## **VII. EXECUTIVE DIRECTOR REPORT (*Aaron Aulenta*)**

- A.) Aaron Aulenta gave the executive director report on behalf of Steve Gibson. On the operations side we were fully staffed for the ambassador program for one day, but now the program is down one. Aaron informed the board of a recent situation in which two community ambassadors helped locate a missing person within our district by noticing a posted flier. The story will appear in the summer newsletter. The Clean Team is fully staffed. They have also begun keeping track of shopping carts collected and of citizens assisted with requested information. A request was made for the administrative office to distribute 2003 first and second quarter statistics compared to 2002 statistics from the same period.

## **VIII. NEW BUSINESS** (*Darryl Holter*)

A.) Karsten Hoeing, FCP intern, reported to the Board on his work with property/business owner surveys and pedestrian counts. Charts were distributed detailing the results of both the survey and pedestrian counts. The overall results of the survey were positive for the performance of the clean and safe teams. In comparison to the same survey conducted in 2001, the results were the same or in most cases better.

Pedestrian counts were conducted at 8 sites throughout the district for 6 hours during one weekday and one weekend. Due to the University not being in session the counts most likely were lower than normal. We will be repeating the counts again in the fall to gather a more representative sample of district pedestrian traffic. The highest counts occurred in the area of Figueroa Street known as Restaurant Row.

Darryl Holter had asked Karsten Hoeing to give the Board his thoughts on how we might improve the district. Kartsen responded with three suggestions; welcoming new businesses to the district by BID management and a welcome gift, put efforts into recruiting new businesses, and a pedestrian friendly intersection for the junction of Flower onto Figueroa Street.

-Board Members present at the meeting voted not to hold a Board of Directors meeting in August.

-KidCity, a new event sponsored by the Los Angeles Times, will be held in Exposition Park July 19<sup>th</sup> and 20<sup>th</sup>.

-The design team for the Exposition Light Rail has requested to speak at our September Board meeting.

- A. Bingham Cherrie gave a brief update on the Exposition Light Rail Project. Originally the MTA had looked at using Hill Street to connect the Expo Line with the Blue Line at Washington Blvd. Now the MTA is looking at either Figueroa or Flower as alternatives for this.

There being no further business of the Board of Directors, the meeting was adjourned in memory of Nick Shammas at 1:20 PM.

MOTION: To adjourn this Meeting of the Board of Directors.

Moved by: A. Bingham Cherrie

Seconded by: Albert Salah

Vote: Passed

Approved this 8<sup>th</sup> Day of July, 2003.

Darryl Holter, Chair

ATTEST:

Steve Gibson, Executive Director



# Minutes...

## FIGUEROA CORRIDOR PARTNERSHIP BOARD OF DIRECTORS MEETING

12:00 PM, Tuesday, September 9, 2003  
*John Tracy Clinic*

BOARD OF DIRECTORS	PRESENT	ABSENT
Darryl Holter		X
A. Bingham Cherrie	X	
Eska Wilson	X	
Jim Gilson	X	
Margaret Farnum	X	
Lola Nix		X
Mark Cohen	X	
Andy Stamatin		X
Dan Castro	X	
James Meyer		X
Marc Needleman		X
Shelby Jordan	X	
Jon Gibby	X	
Fred Yadegar	X	
Albert Salah	X	
Maria Lyons		X
Steve Miller	X	
Steve Talavera	X	
George Berumen		X
Mary Schmitz		X
Father Juan Antonio Ruiz		X
<b>Ex-Officio DIRECTORS</b>		
David Roberts, Field Representative, CD 8	X	
Jeff Catalono, Field Representative, CD 9	X	
Clifford Green, Chief, Exposition Park Public Safety	X	
Joseph White, USC Public Safety	X	
Morris Smith, Captain, Southwest Division, LAPD		X
<b>STAFF MEMBERS/GUESTS</b>		
Steve Gibson, Executive Director	X	
Aaron Aulenta	X	
Chris Robert, Robert Group + 2 MTA Staff Members	X	
Anne Kim, CD 8 Council Aide	X	



## **I. CALL TO ORDER**

- A.) A. Bingham Cherrie convened the meeting at 12:19 p.m.
- B.) Introductions.
- C.) A fifteen minute presentation on the Exposition Light Rail project was given by Steve Bryde and Steve Polechronis of the MTA and Chris Robert of the Robert Group. The presentation included the history of the project and a project update from the last 6 months. The project has included 3 branching studies to find a route to connect into Downtown. These branching studies were for the following streets:
  - 1.) Hill Street (connect w/ blue line) in 2001
  - 2.) Flower Street (connect w/ blue line) in 1992
  - 3.) Figueroa Street (surface alternative to the 7<sup>th</sup> and Figueroa Station)

Currently the project is still looking at all three options to connect with downtown. They also revealed a possible hybrid plan using both Figueroa and Flower, traveling north on Flower until the HOV lane at Adams then over to Figueroa and into downtown. The group also stated one of their current goals is to listen and meet with stakeholders within the next few months. They gave an optimistic timeline to finish the project by 2009/2010, and a pessimistic date of 2012 to conclude. Our group made it clear that it's important to be part of this ongoing process.

## **II. PUBLIC COMMENT ON AGENDA ITEMS**

-There were no public comments.

## **III. APPROVAL OF MINUTES**

Margaret Farnum moved to approve the 7/8/03 Board of Directors meeting minutes. Eska Wilson seconded, which passed.

## **IV. FINANCIAL REPORT (*Eska Wilson*)**

Financials for the month of August 2003 and year to date were distributed. The records are now on QuickBooks. The \$5,000.00 in accounts receivable is for an Angels Walk stanchion not yet subscribed to. In August we collected \$14,369.95 in assessments. The year-to-date assessment receipts total \$760,364.23. Safety expenses are at \$272,427.97 and running over budget. Maintenance is at \$143,658.93 and running under budget. The total expenses for public space management are under budget due to savings we've received in maintenance. Currently FCP's total expenses for 2003 are \$538,813.96 versus a budget of \$567,272.00.

MOTION: To accept the Treasurer's report.

Moved by: Jim Gilson

Seconded by: Fred Yadegar

Passed: Yes

## **V. COMMITTEE REPORTS**

### **A. Marketing Committee Report (*Steve Gibson*)**

Steve Gibson gave the marketing report on behalf of Lola Nix. Steve gave a progress report on our Community Medallion program with the process to obtain a permit to affix these to street poles has begun. There are an estimated 115 slated for the district. Trashcan placards with the new logo will also be fabricated out of this process. The summer edition of the newsletter has been printed and distributed. We have issued two different Requests for Proposals (RFP's), one

for Newsletter/Media Relations and one for Event Production (Blooming of the Roses). These RFP's were distributed to eight firms.

## **VI. CHAIRMAN REPORT** (*Darryl Holter*)

-There was no Chairman Report given.

## **VII. EXECUTIVE DIRECTOR REPORT** (*Steve Gibson*)

A.) Both public space teams are fully staffed at the moment. We have a new Clean Team supervisor, Anita Colquitt, who comes to us from the Downtown Center BID. Last Friday, we had our quarterly award presentations, Viktor Babusenko received the ambassador award, and Ruben Sepulveda received the clean team award. The two award winners will also be recognized in the next edition of the newsletter. Last Saturday the ambassador team conducted its quarterly training on the topic of crime prevention and conflict resolution. In addition to this training, we will be producing a checklist for businesses in the district to use. The checklist will hopefully help prevent crime and reduce each business's vulnerability to crime. An example of this would be advertising in windows that ultimately conceal what goes on inside a business from the outside, therefore acting as camouflage for criminals.

## **VIII. NEW BUSINESS** (*Darryl Holter*)

-There are two empty seats on the Board, formerly held by members of Orthopaedic Hospital and St. Vincent's Church, which need to be filled.

MOTION: To appoint Mary Schmitz, Orthopaedic Hospital and Father Juan Antonio Ruiz as Board of Members

Moved by: Margaret Farnum

Seconded by: Eska Wilson

Passed: Yes

-David Roberts, CD 8, distributed street closure information resulting from the upcoming Creative Arts Emmy Awards on September 13<sup>th</sup> and the Emmy Awards on September 21<sup>st</sup> at the Shrine Auditorium. FCP will distribute this information to all businesses in the district as soon as possible.

-Jeff Catalono, CD 9 announced that Bill White, from Public Works will head up the Viacom Street Furniture Program. Jeff also asked that any questions regarding the street furniture program be directed to him at the council office.

- A. Bingham Cherrie thanked the Ambassador team for their work guiding pedestrians during the recent USC football game.

There being no further business of the Board of Directors, the meeting was adjourned at 1:25 PM.

MOTION: To adjourn this Meeting of the Board of Directors.

Moved by: Fred Yadegar

Seconded by: Albert Salah

Vote: Passed

Approved this 10<sup>th</sup> Day of September, 2003.

Darryl Holter, Chair

ATTEST:

Steve Gibson, Executive Director



# Minutes...

## FIGUEROA CORRIDOR PARTNERSHIP BOARD OF DIRECTORS MEETING

12:00 PM, Tuesday, October 14, 2003  
Mount St. Mary's College

BOARD OF DIRECTORS	PRESENT	ABSENT
Darryl Holter	X	
A. Bingham Cherrie	X	
Eska Wilson	X	
Jim Gilson	X	
Margaret Farnum	X	
Lola Nix		X
Mark Cohen	X	
Andy Stamatin		X
Dan Castro		X
James Meyer	X	
Marc Needleman		X
Shelby Jordan(Donzella Jordan in place)	X	
Jon Gibby		X
Fred Yadegar	X	
Albert Salah	X	
Maria Lyons	X	
Steve Miller(Martha Peale in place)	X	
Steve Talavera		X
George Berumen		X
Mary Schmitz	X	
Father Juan Antonio Ruiz	X	
<b>Ex-Officio DIRECTORS</b>		
David Roberts, Field Representative, CD 8		X
Jeff Catalono, Field Representative, CD 9		X
Clifford Green, Chief, Exposition Park Public Safety		X
Joseph White, USC Public Safety		X
Morris Smith, Captain, Southwest Division, LAPD	X	
<b>STAFF MEMBERS/GUESTS</b>		
Steve Gibson, Executive Director		X
Aaron Aulenta	X	
Jennifer Jones Barrera & Donna DeBruet Hemer, CRA	X	
Mary Jones-Darks, Baldwin Village/SLO Phillip Bobo	X	
Carol Doughtery, USC Athletic Department	X	



### **Presentation on the Galen Center-**

Carol Dougherty from the USC Athletic Department gave the presentation on the new event center to be constructed on the SE corner of Figueroa and Jefferson, which is currently a USC parking lot. The planned 300,000 square foot Galen Center will house 4 of the USC athletic teams, as well as concerts, theatrical productions, family shows, commencements, and community events.

The first phase of the project will include the Arena, locker rooms, training facilities, medical facilities, and a function room. The second phase will include coach's offices, 3 practice gymnasiums, and administrative offices. Galen Center parking will be available in the existing USC Parking Center and a new proposed 1,200 space structure behind the Radisson Hotel. It is hoped groundbreaking will occur next summer, with the projected opening scheduled for the late spring/summer of 2006.

## **I. CALL TO ORDER**

- A.) Darryl Holter convened the meeting at 12:40p.m.
- B.) Introductions

## **II. PUBLIC COMMENT ON AGENDA ITEMS**

-There were no public comments.

## **III. APPROVAL OF MINUTES**

A. Bingham Cherrie moved to approve the 9/9/03 Board of Directors meeting minutes. Margaret Farnum seconded, which passed.

## **IV. FINANCIAL REPORT (*Eska Wilson*)**

Financials for the month of September 2003 and year to date were distributed. In September we collected \$46,005.62 in assessments. For the month of September costs for public space management, exceeded budget but under in marketing and administration were below budget. The year-to-date assessment receipts total 806,369.85, which is close to the \$828,982.00 budgeted. Safety expenses are at \$313,678.14 and running over budget. Maintenance is at \$164,008.55 and running under budget. The total expenses for public space management are under budget due to savings we've received in maintenance. Currently FCP's total expenses for 2003 are \$607,362.52 versus a budget of \$638,168.50.

MOTION: To accept the Treasurer's report.

Moved by: Albert Salah

Seconded by: Fred Yadegar

Passed: Yes

## **V. COMMITTEE REPORTS**

### **A. Marketing Committee Report (*Aaron Aulenta*)**

Aaron Aulenta gave the report on behalf of Lola Nix. We received three responses to the eight Requests for Proposals (RFP's) returned. Out of these three the Marketing Committee chose two individuals to interview, April Economides for Newsletter/Media Relations and Martha Sanchez for Event Production (Blooming of the Roses). After the interviews, the Marketing Committee made its recommendation to the Executive Committee. Both consultants attended

the board meeting and gave brief descriptions of themselves and their previous work to the Board.

**MOTION:** To contract with Martha Sanchez for Event Production work and April Economides for Newsletter/Media Relations.

Moved by: Margaret Farnum

Seconded by: Eska Wilson

Passed: Yes

## **VI. CHAIRMAN REPORT** (*Darryl Holter*)

- Event issues with Figueroa and other major streets being closed during business hours. The recent closures resulting from the Emmy's is an example. Darryl spoke on the issue of how the closure was presented to the business owners. Many businesses thought the Figueroa Corridor was responsible for the closure itself due to the fact that the notice was on our letterhead. A discussion followed about obtaining notice well in advance of a major event closure. Captain Smith will look into getting closure information at a higher level.
- Passed around sign-up sheet for hosting future Board of Director Meetings.
- LA Walks Wayfinding Signage update- The project is moving after being stalled in the Bureau of Engineering for many months.
- Community Medallions- we are in the process of filling out the application and completing requirements to hang the medallions on street lightings poles. The majority of the locations have been chosen. On every major street we will place two medallions per block. A map illustrating the locations was distributed.

## **VII. EXECUTIVE DIRECTOR REPORT** (*Aaron Aulenta*)

A.) Both public space teams are still fully staffed. Distributed, presented, and explained were third quarter statistics for both teams. Most statistical categories are up from a year ago at this time. Three new categories have been added since the 2<sup>nd</sup> quarter for the clean team. These are shopping carts collected, citizen assistance with directions, etc. and bulky items collected.

Recently one of our ambassadors initiated the arrest of 3 individuals in the process of breaking into vehicles on Vermont Avenue. The ambassador noticed the individuals looking into parked cars and flagged down a LAUSD police car, which began to investigate. While this was occurring our ambassador flagged down a passing Southwest unit to further help with the process. A computer search of the suspect's license plate revealed they were wanted in another crime, leading to their arrest.

## **VIII. NEW BUSINESS** (*Darryl Holter*)

-Albert Salah, announced the new painting and remodeling being done at the Radisson. Work will be completed by December 7<sup>th</sup>.

-Captain Smith announced that due to the recent Sheriff sick-out at the County, LAPD will be replacing Sheriff's therefore LAPD's priorities will change.

There being no further business of the Board of Directors, the meeting was adjourned at 1:40 PM.

**MOTION:** To adjourn this Meeting of the Board of Directors.

Moved by: Margaret Farnum

Seconded by: A. Bingham Cherrie

Vote: Passed

Approved this 14<sup>th</sup> Day of October, 2003.

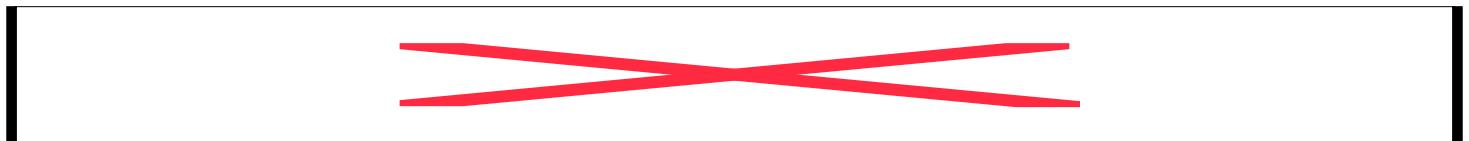


# Minutes...

## FIGUEROA CORRIDOR PARTNERSHIP BOARD OF DIRECTORS MEETING 12:00 PM, Wednesday, November 12, 2003 *Radisson Hotel Midtown*

BOARD OF DIRECTORS	PRESENT	ABSENT
Darryl Holter	X	
A. Bingham Cherrie	X	
Eska Wilson	X	
Jim Gilson	X	
Margaret Farnum	X	
Lola Nix	X	
Mark Cohen	X	
Andy Stamatin		X
Dan Castro		X
James Meyer		X
Marc Needleman		X
Shelby Jordan		X
Jon Gibby		X
Fred Yadegar	X	
Albert Salah	X	
Maria Lyons		X
Steve Miller	X	
Steve Talavera	X	
George Berumen		X
Mary Schmitz		X
Father Juan Antonio Ruiz		X
<b>Ex-Officio DIRECTORS</b>		
David Roberts, Field Representative, CD 8	X	
Jeff Catalono, Field Representative, CD 9		X
Clifford Green, Chief, Exposition Park Public Safety	X	
Joseph White, USC Public Safety	X	
Morris Smith, Captain, Southwest Division, LAPD	X	
<b>STAFF MEMBERS/GUESTS</b>		
Steve Gibson, Executive Director	X	
Aaron Aulenta	X	
Dennis Rodriguez, CD 8	X	

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## **I. CALL TO ORDER**

- A.) Darryl Holter convened the meeting at 12:20p.m.
- B.) Introductions

## **II. PUBLIC COMMENT ON AGENDA ITEMS**

-There were no public comments.

## **III. APPROVAL OF MINUTES**

Margaret Farnum moved to approve the 10/14/03 Board of Directors meeting minutes. Fred Yadegar seconded, which passed.

## **IV. FINANCIAL REPORT (*Eska Wilson*)**

Financials for the month of October 2003 and year to date were distributed. In October we collected \$20,352.35 in assessments and contract services. For the month of October costs for public space management, was almost on budget, with maintenance below budget and safety over the budget. Marketing and administration were both below budget. The year-to-date assessment receipts total \$826,336.66, which is close to the target of \$837,355.00 budgeted. Contract Services have brought in an additional \$3,955.40 not budgeted. Safety expenses are at \$351,043.67 and running over budget. Maintenance is at \$181,890.10 and running below budget. The total expenses for public space management are under budget due to savings we've received in maintenance. Marketing is slightly over budget with some administration costs layered in. Administration is significantly lower than what was budgeted. Currently FCP's total expenses for 2003 are \$653,570.11 versus a budget of \$704,565.00. The 2004 budget will be presented at the December Board meeting.

MOTION: To accept the Treasurer's report.

Moved by: Steven Talavera

Seconded by: Margaret Farnum

Passed: Yes

## **V. COMMITTEE REPORTS**

### **A. Marketing Committee Report (*Lola Nix*)**

The newsletter is in the process of being redesigned. Our old shells will run out once our current newsletter is printed. The redesign should be presented to the Marketing Committee around December. Lola Nix gave the names and positions of the two new marketing consultants hired.

April Economides will be handling the newsletter and media relations responsibilities and Martha Sanchez will be in charge of the 2004 Blooming of the Roses event. We are beginning work on planning the 2004 Roses event. After the Board meeting today a meeting is set-up with Belinda Jackson at EPICC to see what level of interest they have in participating with us. The Partnership will be directly responsible for the Opening Ceremony of the Festival. A new

idea the Marketing Committee is beginning to explore are welcome packets to distribute to new businesses.

## **VI. CHAIRMAN REPORT** (*Darryl Holter*)

-Darryl Holter informed the Board that he is in the process of setting up a meeting to discuss how to best handle the street closures in our district that have an impact on businesses.  
-D.H. recently attended the Downtowner's of Distinction, and commented on the event and the numerous awards handed out to new projects within Downtown.  
-D.H. distributed a water color card depicting a local landmark that was painted by a local artist. The marketing committee discussed the artists' cards at their last meeting. If any board member is interested in commissioning the artist to develop some for their business or institution please contact the Figueroa Corridor office.  
-D.H. and Eska Wilson attended the Spirit of Chrysalis event on behalf of the Partnership. The Partnership received an award at the event.  
-D.H. met with the new CRA Hoover project manager, Donna DeBruet, to fill her in on the Figueroa Corridor Partnership.

## **VII. EXECUTIVE DIRECTOR REPORT** (*Steve Gibson*)

**A. Operations Update-** Both public space teams are still fully staffed. Aaron Aulenta attended a meeting at Central LAPD with Captain Smith to provide an example of how a BID and Police Department relationship can work well. The American Music Awards will be held at the Shrine Auditorium this Sunday with minor street closures affecting some streets.

-Captain Smith informed the Board that beginning Sunday his department will be participating in a pilot program designed to reduce officer response time. This will last two to three months.

-Community Ambassadors were requested for the upcoming USC/UCLA game at the Coliseum. Chief Green will contact the office to coordinate.

## **VIII. NEW BUSINESS** (*Darryl Holter*)

**A. Call for nominations for Board and Officers-** Distributed was a sheet listing current Board seats and term expirations. The intent of these nominations is to get back on track with the bylaws. Steve Gibson explained which seats were open for re-election and will need to be voted on in December. He proposed an amendment to the bylaws to change the \$3,000 amount to \$5,000 to reflect the increased assessment rates of the new BID. In addition, Jim Gilson proposed staggering the terms of the at large seats. Nomination ballots will be sent out to all property owners in the District to gauge interest in filling open board seats and to accept recommendations.

MOTION: To amend the bylaws of Article 4, Section 1 in two places.

1.) Increase the four property owner seats of \$3,000 more/less in assessments to \$5,000 more/less in assessments. 2.) The seven at large seats will be staggered

with each serving a two year term. A random method will be used to determine what seats will be elected.

Moved by: Jim Gilson

Seconded by: Eska Wilson

Vote: Passed

**B. South Park-** The Figueroa Corridor Partnership has been approached by representatives of South Park property owners about the possibilities of running the operations of a proposed BID in that area and/or combining the two areas into one BID in the future. A long discussion on this topic followed and the result was the Board giving the Executive Committee permission to further respond to the inquiries of the South Park property owners.

There being no further business of the Board of Directors, the meeting was adjourned at 1:50 PM.

MOTION: To adjourn this Meeting of the Board of Directors.

Moved by: Albert Salah

Seconded by: Mark Cohen

Vote: Passed

Approved this 12<sup>th</sup> Day of November, 2003.



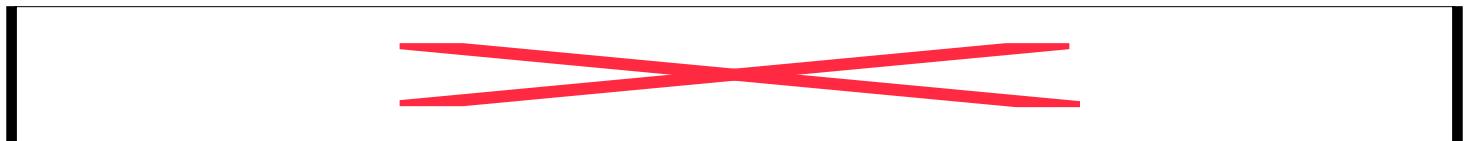
# Minutes...

## FIGUEROA CORRIDOR PARTNERSHIP BOARD OF DIRECTORS MEETING

12:00 PM, Tuesday, December 9, 2003  
EPICC

BOARD OF DIRECTORS	PRESENT	ABSENT
Darryl Holter		X
A. Bingham Cherrie	X	
Eska Wilson	X	
Jim Gilson	X	
Margaret Farnum	X	
Lola Nix & Guest	X	
Mark Cohen	X	
Andy Stamatin	X	
Dan Castro		X
James Meyer	X	
Marc Needleman	X	
Shelby Jordan	X	
Jon Gibby	X	
Fred Yadegar	X	
Albert Salah	X	
Maria Lyons		X
Steve Miller	X	
Steve Talavera	X	
George Berumen		X
Mary Schmitz	X	
Father Juan Antonio Ruiz	X	
<b>Ex-Officio DIRECTORS</b>		
David Roberts, Field Representative, CD 8		X
Jeff Catalano, Field Representative, CD 9		X
Clifford Green, Chief, Exposition Park Public Safety		X
Joseph White, USC Public Safety	X	
Morris Smith, Captain, Southwest Division, LAPD		X
<b>STAFF MEMBERS/GUESTS</b>		
Steve Gibson, Executive Director	X	
Aaron Aulenta	X	
Dennis Rodriguez, CD 8	X	

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## **I. CALL TO ORDER**

- A.) A. Bingham Cherrie convened the meeting at 12:30p.m.
- B.) Introductions

## **II. PUBLIC COMMENT ON AGENDA ITEMS**

-There were no public comments.

## **III. APPROVAL OF MINUTES**

Albert Salah moved to approve the 11/12/03 Board of Directors meeting minutes. Eska Wilson seconded, which passed.

## **IV. FINANCIAL REPORT (*Eska Wilson*)**

Financials for the month of November 2003 and year to date were distributed. In November we collected \$865.54 in contract services and miscellaneous revenue. This amount was small due to the fact that we have already brought in the majority of our 2003 assessment. The miscellaneous revenue was from sale of our old radios. The year-to-date assessment receipts total \$826,336.66, which is a little under the target of \$837,355.00 we budgeted. Some of the 2003 assessment revenue we haven't received will come in next year. All of the other expenses are consistent with the past months.

**MOTION:** To accept the Treasurer's report.

Moved by: Margaret Farnum

Seconded by: Albert Salah

Passed: Yes

## **V. COMMITTEE REPORTS**

### **A. Marketing Committee Report (*Lola Nix*)**

The fall newsletter has been printed and is in the process of being distributed. This is the last edition with old shells. A new redesign is in the process and should be approved shortly. The Blooming of the Roses planning is moving along well. We had a positive meeting with Belinda Jackson at EPICC, and are in the process of seeing what other Exposition Park entities might participate. Lola Nix announced that the Automobile Club will be reassigning her at the beginning of 2004. Lola will stay on though as the chairperson of the marketing committee through the conclusion of the Roses event.

## **VI. CHAIRMAN REPORT (*A. Bingham Cherrie*)**

-There were no items to report here.

## **VII. EXECUTIVE DIRECTOR REPORT (*Steve Gibson*)**

**-Operations Update-** We currently have one vacant position to fill on the safety team. We are working with Operation Clean Sweep to remove graffiti from sidewalks and hard to reach graffiti on buildings.

-The Angels Walk LA project is moving forward. Several of the institutions within the District will be receiving a questionnaire from us that will need to be returned within 30 days to Angels Walk.

-South Park update- This issue is still in the exploration phase and we don't have any new information to report.

-Steve Gibson outlined the holiday bonus amounts and there was a motion on the topic.

**MOTION:** To approve holiday bonuses for public space teams in the amount of \$2,075.00

Moved by: Eska Wilson

Seconded by: Steve Miller

Passed: Yes

## **VIII. NEW BUSINESS** (*A. Bingham Cherrie*)

**A. Review 2004 Draft Budget-** Distributed was a draft of the 2004 budget. This is the first look at the 2004 budget. It's not an action item yet, but we wanted to walk the Board through it. Steve Gibson discussed the proposed budget describing each line item in detail. The draft is a comparative look between 2003 and proposed 2004. The philosophy behind the budget is to spend the same way as we did last year. At the back of the proposed budget is an assessment summary illustrating where our money is collected from, the amounts and who hasn't yet paid for 2003.

**B. Review 2004 Board & Officer Appointments-** Distributed was a list of open board seats and current members that fill these seats. The Executive Committee will serve as the nominating committee and will bring back recommendations to finalize the appointments at the January Board meeting.

-Mary Schmitz discussed Orthopaedic Hospital's proposal to build a Universally Accessible Park on Hospital land. Orthopaedic Hospital is currently applying for a grant to help fund the park.

**MOTION:** To approve Figueroa Corridor Partnership support for the proposed Universally Accessible Park at Orthopaedic Hospital.

Moved by: Margaret Farnum

Seconded by: Father Juan Antonio Ruiz

Vote: Passed

There being no further business of the Board of Directors, the meeting was adjourned at 1:40 PM.

**MOTION:** To adjourn this Meeting of the Board of Directors.

Moved by: Albert Salah

Seconded by: Fred Yadegar

Vote: Passed

Approved this 9<sup>th</sup> Day of December, 2003.